

CLAIMS

1. A method for storing Internet advertisements at a user computer, comprising the acts of:
- receiving plural Internet advertisements, at least one advertisement including a tag; and
 - saving at least one advertisement at the user computer at least partially based on the tag.
2. The method of Claim 1, wherein the tag is a Hypertext Markup Language (HTML) tag.
3. The method of Claim 1, further comprising the act of:
- displaying a button; and
 - in response to the button being toggled, displaying the saved advertisement.
4. The method of Claim 3, wherein plural advertisements are saved and the method further comprises:
- allowing the user scroll through the saved advertisements.
5. The method of Claim 4, wherein the saved advertisements include at least one link to a website and the method further comprises:

3 recalling a saved advertisement, the saved advertisement having at least one
4 link to a website; and

5 accessing the website from the saved advertisement when the link is
6 toggled.

1 6. The method of Claim 1, further comprising the acts of:

2 displaying a previous button;

3 displaying a next button; and

4 accessing saved advertisements when the previous button and next button
5 are toggled.

1 7. A system for saving at least one Internet advertisement at a user computer
2 comprising:

3 at least one server;

4 at least one database connected to the server, the database storing plural
5 Internet advertisements, at least one advertisement including a tag; and

6 at least one user computer connected to the server via an Internet
7 connection, the server transmitting the Internet advertisements to the user
8 computer, the user computer including a program for saving at least one Internet
9 advertisement at least partially based on the tag.

1 8. The system of Claim 7, wherein the program includes:

2 logic means for receiving plural Internet advertisements; and
3 logic means for saving at least one advertisement at the user computer.

1 9. The system of Claim 7, wherein the tag is a Hypertext Markup Language
2 (HTML) tag.

1 10. The system of Claim 8, wherein the program further comprises:
2 logic means for displaying a button; and
3 logic means for displaying the saved advertisement in response to the button
4 being toggled.

1 11. The system of Claim 10, wherein plural advertisements are saved and the
2 program further comprises:
3 logic means for allowing the user scroll through the saved advertisements.

1 12. The system of Claim 11, wherein the saved advertisements include at least
2 one link to a website and the program further comprises:
3 logic means for recalling a saved advertisement, the saved advertisement
4 having at least one link to a website; and
5 logic means for accessing the website from the saved advertisement when
6 the link is toggled.

1 13. The system of Claim 8, wherein the program further comprises:
2 logic means for displaying a previous button;
3 logic means for displaying a next button; and
4 logic means for accessing saved advertisements when the previous button
5 and next button are toggled.

1 14. A computer program device, comprising:
2 a computer readable means having logic means for storing at least one Internet
3 advertisement, comprising:
4 logic means for receiving plural Internet advertisements, at least one
5 advertisement including a tag; and
6 logic means for saving at least one advertisement at the user computer at
7 least partially based on the tag.

1 15. The computer program device of Claim 14, wherein the tag is a Hypertext
2 Markup Language (HTML) tag.

1 16. The computer program device of Claim 14, wherein the computer readable
2 means further comprises:
3 logic means for displaying a button; and
4 logic means for displaying the saved advertisement in response to the button
5 being toggled.

1 17. The computer program device of Claim 16, wherein plural advertisements
2 are saved and the computer readable means further comprises:

3 logic means for allowing the user scroll through the saved advertisements.

1 18. The computer program device of Claim 14, wherein the saved
2 advertisements include at least one link to a website and the computer readable
3 means further comprises:

4 logic means for receiving plural Internet advertisements, at least one
5 advertisement including a tag; and

6 logic means for saving at least one advertisement at the user computer at
7 least partially based on the tag.

1 19. The computer program device of Claim 14, wherein the computer readable
2 means further comprises:

3 logic means for displaying a previous button;

4 logic means for displaying a next button; and

5 logic means for accessing saved advertisements when the previous button
6 and next button are toggled.

1 20. A method for viewing Internet advertisements at a user computer,
2 comprising the acts of:

3 viewing at least a first banner advertisement;
4 viewing at least a second banner advertisement;
5 initiating a request to view an advertisement history;
6 viewing the first and second banner advertisements within the advertisement
7 history; and
8 utilizing the first and second banner advertisements to access respective web
9 sites corresponding thereto.

1 21. The method of Claim 20, further comprising the act of:
2 toggling an advertisement history button; and
3 in response to the button being toggled, viewing the advertisement history.

1 22. The method of Claim 21, wherein plural banner advertisements are saved
2 and the method further comprises:
3 scrolling through the saved banner advertisements.